

BEST AVAILABLE COPYSerial No.: 09/523,410
Docket No.: 70655.7700**REMARKS**

Applicants reply to the Final Office Action mailed on May 15, 2006 within two months. Thus, Applicants request an Advisory Action, if necessary. Claims 1-14 were pending in the application and the Examiner rejects claims 1-14. Reconsideration of the application is respectfully requested.

Rejection under 35 U.S.C. § 103(a)

The Examiner rejects claims 1-14 under 35 U.S.C. § 103(a) as being unpatentable over Hunt et al., U.S. Patent Number 6,496,855 B1 ("Hunt") in view of Kraemer, U.S. Patent Number 6,490,602 ("Kraemer") in view of Dedrick, U.S. Patent Number 5,710,884 ("Dedrick") and in further view of Light et al., U.S. Patent Number 6,192,380 ("Light"). Applicants respectfully traverse this rejection.

Hunt generally discloses a method for managing a centralized registration of users of a plurality of web sites requiring user registration. The Hunt system provides a centralized repository of personal information relating to a user and includes rules as defined by the users. The rules dictate how a user's personal information will be used based on the security policies of individual web sites. After creating a personal profile within the centralized repository of the Hunt system, users can subsequently request that a registration application be submitted to a web site on the user's behalf. The Hunt system then completes a registration form with information from the user's personal profile in accordance with the user defined rules. The completed registration form is then transmitted to the remote web site on behalf of the user.

Kraemer generally discloses a web-based gift registry, wherein a unified toolbar is provided across web pages of multiple, independent retailers. The toolbar may be used by a gift recipient to add items from multiple web sites to a centralized registry. The toolbar can later be used by gift givers to view and purchase items from the gift recipients registry. The registry also maintains information about the gift receiver, such as a mailing address. When a gift giver uses the Kraemer system to select a gift for a gift receiver, information is collected such as a credit card number and billing address. A combination of information relating to the gift receiver and gift giver are then used to complete a purchase form.

BEST AVAILABLE COPYSerial No.: 09/523,410
Docket No.: 70655.7700

Dedrick generally discloses a system and apparatus for maintaining personal profile information that is used to customize the display of information. Specifically, the Dedrick apparatus comprises a session manager, a client interface, a client activity monitor, a content adapter, a statistic compilation process, and a personal profile database. These components reside on each client system to process information according to the user's defined preferences (see, Fig. 2 and col. 5, lines 17-20). For example, the client activity monitor keeps track of user actions as they relate to data. If a user changes the color of the font, the client activity monitor stores an identifier for the font color in the personal profile database. When a user subsequently requests to view information, a query is made to the personal profile database to determine what color to apply to the font of the requested information.

The Examiner correctly notes that Hunt, "does not specifically teach a 'viewable' complete online populated form." However, the Examiner asserts that Light, "teaches automatic web based form fill-in, whereby a filled form is viewable to a user" (page 3, paragraph 4). Applicants respectfully disagree.

Light generally discloses a system for automatically filling in an online form. Specifically, the Light system is limited to a client side module that recognizes when a form has been loaded into a browser by an HTML tag identifying it as such. The client side module then looks at the tags of the form to recognize fillable form fields. For example, a form may contain the following fields, "name", "address", "city", "state", "postal code", "credit card number", "expiration date", and the like. The HTML tags for the form define each of the fields including a unique name for the form field. Most often, the field is named according to its intended use. As such, the HTML tag identifying a field used to enter a postal code would likely be named "postal_code", "zip_code", "zip", "postal", or the like. Therefore, when identifying the various fields, the client side utility can match form field names with a preconfigured list of data corresponding to each of the fields.

Light is further limited to a learning unit that determines when the user has entered text into a previously blank field. In other words, the Light system fills the form fields according to the information it has cumulatively collected. Thereafter, if the user enters data in a field that was not previously known, the learning unit retrieves the HTML tag for the form field and the

BEST AVAILABLE COPY

Serial No.: 09/523,410

Docket No.: 70655.7700

text that was entered in the field, and saves them to memory. The next time the client side module detects the tag of the newly added field, the field is filled with the corresponding data. So, while this enables new data to be added to the collection of form fill data elements, there is no disclosure of the detection of a form field that has been modified. For example, an HTML tag may exist for an address; however, if the user modifies the text in the address field, the change cannot be detected, and thus, the modified data will not be updated for subsequent form fills.

In column 4, lines 25-30, Light discloses that the learning unit determines whether the data corresponding to a newly entered form field (previously blank) exists within the database. If the data exists, the HTML tag field identifier that was retrieved from the form is saved to the database and associated with the existing data. However, it is important to note that the data itself is not modified. The data was entered into the database at an earlier time, but was never associated with an HTML tag. Therefore, when the newly entered data is matched with preexisting data in the database, the learning unit knows to associate the retrieved HTML tag with the data. In other words, the association between the HTML tag and the data was completed when the user entered the data into the form field. Again, the data was not modified. As such, Light does not disclose or suggest at least, "receiving, at the host computer, a completed online form when the online form contains a modified data item, wherein the first data profile is updated with the modified data item, and wherein the completed online form includes viewable profile data populated from the filtered first data profile portion of the third data set" (emphasis added), as similarly recited by independent claims 1 and 11

Claims 2-10 and 12-14 variously depend from independent claims 1 and 11, therefore claims 2-10 and 12-14 are allowable for at least the reasons described above, as well as in view of their own respective features.

In view of the above remarks, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited prior art. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject Application. Applicants authorize and respectfully

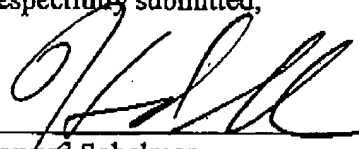
BEST AVAILABLE COPY

Serial No.: 09/523,410
Docket No.: 70655.7700

request that any fees due be charged to Deposit Account No. 19-2814, including any required extension fees.

Respectfully submitted,

Dated: July 17, 2006

By: 
Howard Sobelman
Reg. No. 39,038

SNELL & WILMER L.L.P.
400 E. Van Buren
One Arizona Center
Phoenix, Arizona 85004
Phone: 602-382-6228
Fax: 602-382-6070
Email: hsobelman@swlaw.com

AXP No. 200401678
70655.7700\LEVENDM\PHX\1855580

8